
COUNTRYSIDE COMMISSION

The Weekend Motorist in the Lake District

by W. B. Yapp



LONDON: HER MAJESTY'S STATIONERY OFFICE : 1969

ACKNOWLEDGEMENTS

In 1966 the National Parks Commission, with the assistance of the Lake District Planning Board and the British Travel Association, carried out a survey of motorists leaving the Lake District. The checkpoints were manned by the Board's voluntary wardens, and the Commission is very grateful to these, to the motorists who returned their questionnaires, to the police and the highway departments of the local authorities involved, and to all others who assisted with the survey.

The Commission acknowledge the help and financial assistance of the British Travel Association in this project. The Association was involved with the Commission in the design of the survey questionnaire and the tabulations, and in the earlier drafts of the survey report on which this book has been based. The cover illustration of traffic in Langdale is based on a photograph by G. Berry, who also provided the other illustrations in the report.

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AUTHOR'S NOTE

The survey referred to in this report was a survey of weekend motorists, but I have used the results to paint a more general picture of motorists in the Lake District, their numbers, where they come from and what they come for.

The basic statistics on which this report is based were produced from the returned questionnaires by the staff of the Ministry of Transport. The tables herein are simplifications of those prepared by them. Percentages have been rounded to the nearest unit (or occasionally to the nearest half) and so do not always add up to 100; some larger discrepancies are caused by spoilt papers. Percentages less than one are indicated in the tables by x.

In writing the report I have been greatly helped by discussions with officers of the Countryside (formerly National Parks) Commission, but the opinions expressed in it are mine alone.

W.B.Y.

THE WEEKEND MOTORIST IN THE LAKE DISTRICT

Introduction: the Survey

1 Anyone who has known the Lake District for a decade or more is aware that the motor traffic in it has increased and is increasing; some no doubt would be tempted to say that it ought to be diminished. Certainly if the projections of traffic at the end of the century made by the County Planning Officers and Surveyors in their *Report on Traffic* are correct, the present road-system will be more than saturated. Moreover there is a grave danger that so many visitors on wheels will destroy much of the peace and quiet and some of the beauty for which the area was designated in 1951 as a National Park. The National Parks Commission and the British Travel Association, in co-operation with the Park Planning Board and others, therefore investigated private motoring in the Lake District at three weekends in August and September 1966. This book is an account of that investigation and its results, with some comments on its completeness, its accuracy, and its value for prognosis.

2 To understand the survey fully one must know how it was carried out, and paragraphs 3-9 explain this and discuss some of the possible errors. The reader who is interested only in results may go on to paragraph 10.

3 On two Saturdays and three Sundays samples of the private cars and other private motor vehicles including vans apparently used for private purposes were stopped, and each driver was handed a questionnaire and a franked envelope in which it might be returned. The questionnaire is shown in full at Appendix A. The main questions asked were the driver's home address, the place from which he had set out that day, the main purpose of his journey, and the numbers and age-distribution of his passengers. Others, which applied chiefly or only to visitors, asked for information on the type of accommodation used, the recreational activities indulged in, the amount of money spent, and so on. Some 60 per cent of questionnaires issued were returned, but not all of these were complete. In order to test the sampling procedure, on some days one-fifth of the passing traffic was stopped, on others one-tenth; the proportion of questionnaires returned varied with the point of issue. Both of these inequalities could affect the validity of any conclusions drawn from the crude statistics; the replies from each point have therefore been dealt with by standard statistical procedures so that they are weighted to overcome these difficulties. The total number of private vehicles, the numbers of questionnaires returned, and the weighted figures on which the calculations in this report are based, are shown in Table 1.

Table 1 Numbers of private vehicles and returned questionnaires

Date of Survey		Exit Point					Total	Weighted total
		Cockermouth	Troutbeck	Eamont Bridge	Kendal	Levens Bridge		
Sat. 13 Aug.	Number of private vehicles.	1,250	1,040	1,153	3,877	3,931	11,251	
	Returned Questionnaires	57	81	59	231	241	649	1,855
Sun. 14 Aug.	Number of private vehicles.	1,685	1,275	1,080	4,041	4,492	12,553	
	Returned Questionnaires	86	89	65	262	248	752	1,846
Sun. 28 Aug.	Number of private vehicles.	1,969	1,853	1,460	4,586	5,364	15,232	
	Returned Questionnaires	256	244	193	586	516	1,797	2,240
Sat. 10 Sept.	Number of private vehicles.	1,150	843	727	3,860	3,841	10,621	
	Returned Questionnaires	130	107	97	483	417	1,234	1,533
Sun. 11 Sept.	Number of private vehicles.	1,452	1,058	1,046	4,045	4,407	12,108	
	Returned Questionnaires	214	151	125	509	460	1,459	1,767

The weighted number is approximately 14.7 per cent of the total vehicles at each check-point.

4 The five check-points are shown in Fig. 1. Starting in the north and going clockwise round the district they were on A.594 east of Cockermouth; at Troutbeck on A.594 west of A.5091; at Eamont Bridge on A.592; on A.591 just north of Kendal; and on A.590 at Levens Bridge. These cover most of the main exits from the Park, but there were ways by which traffic could have left without being recorded. Some of the roads that were not covered, in the same order as before, are these: In the north, A.591 from Keswick to Bothel; a number of minor roads leaving that, or leaving A.594 from Keswick to Penrith and going to the back of Skiddaw; A.5091 from Ullswater to Troutbeck, but joining A.594 east of the check-point; B.5320 from Pooley Bridge to Penrith, and some associated minor roads; lanes from Pooley Bridge to Shap on A.6; a minor road from A.5074 to Kendal; all the roads from the western parts of the Lake District to Furness, the coast and the north; B.5289 (Honister) and B.5292 (Whinlatter) from Keswick to Cockermouth.

5 It is difficult to say what proportion of the total traffic used these roads. The

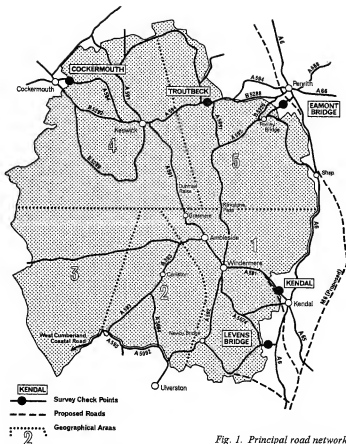


Fig. 1. Principal road network

only ones for which daily traffic flows (for August 1964) are given in the *Report on Traffic* are those from Keswick to Bothel, from Ullswater to Troutbeck and from Lorton to Cockermouth (which will take in out-going traffic using either Whinlatter or Honister). The flow on these three roads was about 22 per cent of that on the roads with the five check-points. The figures include commercial vehicles, with which the present investigation did not deal, and the flow and distribution of traffic are very different at holiday weekends from what they are on weekdays. With these uncertainties the best we can do is to assume as an approximation that 25 per cent of the total traffic on daily journeys left by roads not covered by the check-points, and in the calculations where this is relevant an appropriate addition has been made.

6 Numerical errors are likely to be less important than distortions caused by the omission of some roads. A.591 is the normal route from Keswick to Carlisle and Scotland; A.5091 and B.5320 would probably be used by many visitors returning from Ullswater to Carlisle and Scotland, and might be used for the north-east. Whether one of these, or A.592, were chosen might depend on the driver's judgement on the relative delays in the centre of Penrith and at Eamont Bridge. One of these unchecked roads might even have been used by those returning to Yorkshire or London and the South by A.66, A.1 and M.1. Much of the traffic going to Furness and industrial West Cumberland will have been missed, since there was only one check-point on the western side of the Park. In summary, the statistics will certainly under-estimate the number of visitors from north Cumberland (including Carlisle), from Scotland, and from the north-east (especially Tyneside and Tees-side); there will be a serious deficiency from Furness and possibly from West Cumberland, and there may perhaps be a small deficiency from London and the South-east. In total, these errors will distort rather than falsify the pattern of distribution, since the main exits, which even casual observation shows to take most of the traffic, were fully covered.

7 Anyone leaving Keswick for the south who decided to take in a visit to Ullswater on the way (a very likely thing if the homeward journey was not long) would have been counted twice, at Troutbeck and Kendal. Anyone merely doing the Keswick-Ullswater-Kirkstone-Dunmail round would also have been recorded at Troutbeck, although he did not leave the Park. The Troutbeck check-point was obviously badly sited. It was chosen because the police could not find a safe spot for stopping traffic east of A.5091. Knowing the road well, and having visited it during the writing of this report, I find this excuse difficult to accept. Even a point in Greystoke village would have been better than that chosen.

8 The five days of the Survey were Saturday, 13th August, Sunday, 14th August, Sunday, 28th August (which was the day before the Bank Holiday), Saturday, 10th September, and Sunday, 11th September. Although the September counts were made after most school terms had begun, there was little difference except in total numbers between the two full weekends, so that for many purposes the figures can be aggregated. The pattern of movement was different on Sundays from that on Saturdays, so that sometimes the days are shown separately; there was little difference except in total numbers between Bank Holiday Sunday and the others. On 13th August the weather was bad and the traffic was only slightly greater than on 10th September, so that it may not be typical; but as the numbers on 14th August also were only a little more than on 11th September, it looks as if weather has very little effect on weekend traffic. Probably anyone who plans to go to the Lake District has made up his mind to do so long before, and is not put off by rain on the day. (The well-known fact that weather in the mountains is often different from that in the plains would encourage this.)

9 The check-points were manned from 0800 to 2000 hrs.; this is a shorter period than the 16 hours from 0600 to 2200 which are normally covered by the surveys of the Ministry of Transport. The hourly flows of traffic are shown in Fig. 2. On Saturday, 13th August, the outward flow at the check-points in the first hour

was about 200 cars per hour and in the last about 700, and at both times the gradient of flow against time was steep, so that relatively few cars were missed. On Sunday morning, 14th August, the initial rate was about 400 per hour, but at the close of the survey it was about 1,800, very near the maximum rate, and was falling only slowly. It looks therefore as if many cars must have been

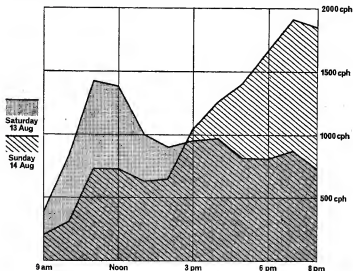


Fig. 2. Hourly traffic flow leaving Lake District

missed. The recorders felt that this was not so, but anyone who drives on or lives near a main road knows that there is an increasing tendency for motorists going on holiday to travel at night, and any surveys that do not extend for the full 24 hours must be defective. How much so we cannot tell until at least sample comparisons have been made. In the day-trip to the Lake District of 1938 described in more detail in paragraph 73, I left Langdale at 2010, and so should not have been recorded, and I did not then, and do not now, regard my journey as anything out of the ordinary. Anyone leaving one of the southern checkpoints in the first hour after the survey closed could be in Birmingham well before midnight.

Where motorists come from

10 The points from which the journey had started on the day of the enquiry were classified into three groups: the Lake District National Park; the vicinity of the Park, defined as the rest of Cumberland and Westmorland, Furness, and Lancashire north of but not including Preston; and the rest of Britain. The proportions starting from each of these areas are shown in Table 2.

**Table 2 Starting points of day's journey, two full weekends.
Percentages of all journeys.**

Starting point	From holiday addresses	From other addresses (chiefly home)	Total
Lake District	29	14	43
Vicinity	10	22	32
Sub-total	39	36	75
Elsewhere	4	21	25
Total	43	57	100

11 To understand these figures one has to remember that the survey was of cars leaving the Lake District; it will therefore include holiday-makers returning after one or more nights away from home, returning day-visitors, most of whom are likely to have started from home; residents leaving the Park for shopping (for example, in Kendal, Cockermouth or Penrith) or other reasons; and long-distance tourists passing through, for example returning from a holiday in Scotland. Some information on the distribution of these is given in Tables 3 and 4.

**Table 3 Starting points and purpose of journey, two full weekends.
Percentages of all journeys.**

Starting point	Journeys for pleasure		Sub-total	Other journeys	Total
	From holiday address	From home			
Lake District	29	2	31	12	43
Vicinity	10	10.5	20.5	11.5	32
Sub-total	39	12.5	51.5	23.5	75
Elsewhere	4	14.5	18.5	6.5	25
Total	43	27	70	30	100

**Table 4 Starting points and type of journey, two full weekends.
Percentages of all journeys.**

Starting point	Journeys for pleasure				Sub-total	Other journeys	Total
	Half-day	Day	Weekend	Longer holiday			
Lake District	2.5	4.5	6	18	31	12	43
Vicinity	6.5	7	2	5	20.5	11.5	32
Sub-total	9	11.5	8	23	51.5	23.5	75
Elsewhere	2	10	1	5.5	18.5	6.5	25
Total	11	21.5	9	28.5	70	30	100

12 Weekend traffic at the Park boundaries is dominated by pleasure, which accounts for 70 per cent of the cars. Residents of the Lake District leaving for pleasure make up only 2 per cent of the total; presumably they were mostly going on holiday elsewhere or visiting such places as Morecambe for the day. The vicinity, however, appears to contribute a much larger proportion. The 30 per cent of 'other journeys' in the tables include those made to visit or stay with friends or relations, which might equally well be classed as journeys for pleasure; they made up 14 per cent of the total. The remaining 26 per cent consisted of about equal numbers of journeys for work, shopping, and other purposes on Saturdays, but was predominantly for other purposes (including voids) on Sundays.

13 Pleasure journeys were divided in the questionnaire into half-day, day, weekend and longer: 'weekend' was not defined. Those who regard it as extending from Thursday to Tuesday would not have been caught; anyone who arrived on Wednesday and left and was recorded on Saturday might have been in some doubt whether to say he had stayed for a weekend or longer. It is possible but cannot confidently be assumed that most of the longer holidays were approximately a week or more in duration, and were the main holiday of the respondents; as shown below, a high proportion of those staying in the Lake District had visited it more than once in the year. It is perhaps a pity that the question was not put in the unequivocal form: 'How many nights did you spend in the Lake District?'

14 Except for this difficulty, the distribution of types of journey is clearly shown in Table 4. Longer holidays and day or half-day excursions each contribute about 30 per cent of the total, and weekend trips about 10 per cent. A quarter of the day and half-day trips began at holiday addresses in the Lake District and its vicinity; most journeys of this nature would probably have been entirely within the Park and would not have been recorded.

15 Respondents were asked for their home towns, and these have been put into 12 groups based chiefly on the economic planning regions. The distribution of home addresses of those staying in the Lake District both for weekends and for a longer stay, is shown in Table 5 and Fig. 3. No one will be surprised that the first four groups, making what may roughly be called the north of England, contributed more than the rest; some may be surprised that the proportion is as low as 58 per cent. Since the north contains a little less than a third of the population of England its inhabitants are nearly three times as likely to stay in the Lake District as those from elsewhere. More surprising perhaps is the high contribution from London and the south-east. Greater London itself produced 185 out of the sample against Manchester's 174.

16 The Thomas Report (2) gave broadly similar proportions for the home addresses of holiday-makers in 1960. The percentages for London and the south-east were higher, and those for northern England other than Lancashire and for the Midlands were lower. This survey was made by random questioning, and

Table 5 Home addresses of those staying in the Lake District for a weekend or longer, two full weekends. Percentages, based on a weighted sample of 1956 vehicles.

Vicinity	7
Rest of Lancashire, Cheshire	23
Northumberland, Durham, North Riding	14
Rest of Yorkshire, Lindsey	14
Sub-total, north of England	58
East Midlands	5
West Midlands	7
East Anglia	2
London and the South-east	22
South-west	3
Wales	x
Scotland	1
Abroad	2

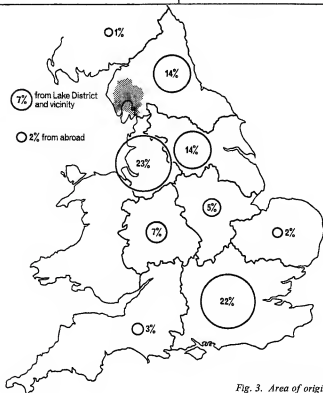


Fig. 3. Area of origin

only about 60 per cent had come by car, so that the comparison is not very close.

17 The distribution of home addresses of those not staying in the Park was very different. Of those on day or half-day pleasure trips that began at a home address (nearly a quarter of the total journeys) 49 per cent started from the Lake District and 46 per cent from the rest of the north of England, so that only 5 per cent came from elsewhere, mostly from the Midlands.

18 The distances travelled are shown in Table 6. The second peak at 50-75 miles from the Park boundary in the column for day visitors reflects an increase in

Table 6 Distance travelled. Percentages and cumulative percentages.

Starting point	Day visitors		Half-day visitors	
	Two Saturdays	Two Sundays	Two Saturdays	Two Sundays
Within Lake District	32	16.5	40	15
Within 25 miles	16.5 48.5	17.5 34	27 67	55 70
26-50 miles	17 65.5	23.5 57.5	14.5 81.5	14.5 84.5
51-75 miles	29 94.5	35 92.5	11.5 93	13.5 98
76-100 miles	5.5	5 97.5	3.5 96.5	1 99
Over 100 miles	x 100	3 100	3 100	x 100
Size of sample	482	961	206	549

population in this ring, which includes Manchester, Liverpool and Leeds (Fig. 4). Many more half-day visitors than day visitors came from the ring within 25 miles, but beyond this there is not as much difference as might have been expected; ninety per cent is reached for both at something less than 75 miles. Clearly many people living in the northern part of the Manchester conurbation now consider the Lake District as within a day's run, and some consider it as within half a day's.

19 Day visitors travel noticeably further on Sundays than on Saturdays. On the Sunday before Bank Holiday (which is not included in Table 6) there was not much difference from the other Sundays, but a higher proportion, 13 per cent, came from more than 75 miles away. More half-day visitors started from within the Lake District, and fewer from within 25 miles, on Saturdays than on Sundays, but the difference is almost wholly caused by the figures for the wet Saturday, 13th August. Probably those near the Lake District refrained from visiting it, while those already in left in the hope of finding better weather elsewhere.

20 The point of entry was generally one of those near to the home town, whether visitors were staying in the Lake District or on a day or half-day excursion. Since some of the northern routes were not covered by the survey no useful statements can be made about the proportions in which the various roads were used by visitors from Carlisle or Tyneside. More of those coming from

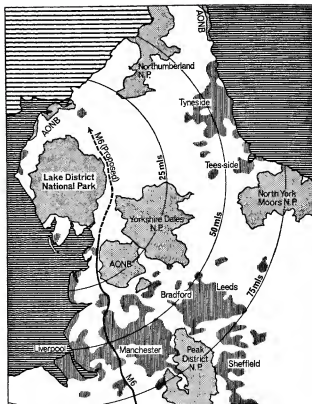


Fig. 4. Urbanised areas within 25-mile distance increments

Lancashire entered by Levens Bridge than by Kendal, on some days twice as many. Some of the motorists who used the Levens Bridge road were presumably bound for the coastal resorts, such as Grange-over-Sands, and only incidentally passing through a corner of the Park, but even when allowance is made for this it looks as if many people were deterred by the well-known congestion in Kendal.

Composition of party

21 The home addresses and starting points are those of the driver of the car, but most drivers were not alone. The distribution of party size for those staying in the Lake District is shown in Table 7. The distribution of party size for those on day and half-day trips was not greatly different, but there were slightly higher proportions of those with 4, 5 or more persons for all types of pleasure journeys.

Table 7 Distribution of size of party of those staying in the Lake District. Percentages.

Size of Party	Percentage of all parties		Total	Percentage of all persons
	Parties containing children aged 0-15 years	Parties without children		
1 person	0	7	7	2
2 persons	1	33	34	22
3 "	10	12	22	21
4 "	15	8	23	30
5 or 6 persons	12	1	13	22
More than 6 persons	x	x	1	3
Total	39	61	100	100

Two is the most popular size, there is a second peak at 4, nearly three-quarters of all persons were in parties of two, three or four, and the mean size of party ranged between 3.0 and 3.5.

22 The age-distribution of the parties is shown in Table 8. Nearly 40 per cent of the parties were without children and were of roughly uniform age, while about the same number contained children, the majority of them accompanied by adults over 25. The remaining parties consisted of adults of mixed ages. Over 40 per cent contained people aged 45 or over, and six per cent people aged 65 or over.

Table 8 Age distribution. Percentage of all parties, all days; size of sample 4,423.

Parties consisting only of:	
Young persons aged 16-24	10
Adults aged 25-44	11
Adults aged 45-64	16
Other parties not containing children	24
Parties consisting only of adults aged 25 or over with children aged 0-15	31
Other parties containing children	7
	100

23 The type of accommodation used by those staying in the Lake District is shown by the histograms in Fig. 5. The two most popular types are some form of hotel and the open-air life of caravanning and camping; these taken together account for three-quarters of the parties, both for holidays and weekends. Camping and caravanning are more popular for weekends and for parties con-

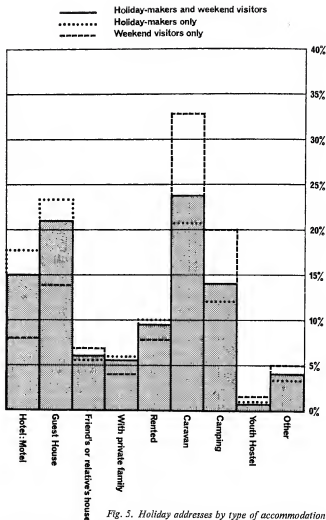


Fig. 5. Holiday addresses by type of accommodation

taining children. A further breakdown is shown in Table 9. For parties without children age makes some difference but perhaps not as much as might have been expected; caravans, however, were rare in the 16-24 age-group, and camping equally so in the over-forty-fours. Caravans come in with rising age, and so

Table 9 Type of accommodation, two full weekends. Percentages of each group.

	Hotels, Guest Houses, etc.		Camping Caravanning		Others		Size of Sample	
	Aug.	Sept.	Aug.	Sept.	Aug.	Sept.	Aug.	Sept.
All parties without children	38	51	34	27	27	22	574	607
Parties aged 18-24 only	37	43	39	37	24	20	114	94
All parties with children	19	28	51	42	30	29	528	243

presumably with rising affluence and intolerance of discomfort.

24 In all the groups shown, hotels are more popular in September than in August. This can hardly be accounted for by weather, since September is often a better month at the Lakes than is August. Possibly the more affluent tend to take their holidays later, and the increased use of hotels by parties with children in September probably reflects the fact that in that month only those at fee-charging schools were still on holiday. The ratio of parties with children staying in licensed hotels to those in guest-houses, etc., was also higher in September than in August, and the same explanation would apply. In both months parties with children made fairly heavy use of rented accommodation, which was less than half as popular for parties without children.

25 The questionnaire did not mention accommodation in farmhouses; presumably some of these would have been recorded by respondents as guest-houses.

26 Expenditure depended, as would be expected, on size of party, length of stay and type of accommodation, but the relationships were not simple; expenditure did not, for example, rise smoothly with size of party, presumably because the larger parties tended to use the simpler accommodation.

27 Half the holiday parties spent more than £20 and not more than £50, and about a quarter spent £20 or less and another quarter more than £50. Very few, 3 per cent of the total, spent more than £100. Over half the weekend parties spent less than £5, and the remainder less than £20. Two-thirds of the day trippers spent less than £2, a quarter from £2-£5, and the remaining 8 per cent more than £5. The questionnaire asked: 'How much did you and your party spend in the Lake District during your present stay?' The answer to this for weekenders and day visitors would vary according to whether they happened to buy petrol in the Park, and the statistics are accordingly of little use as a guide to how much was spent on accommodation or entertainment.

Frequency of visits

28 The number of times that respondents had been to the Lake District during the year bore a rough inverse relationship to the distance of their home town. So many of the forms from the Lake District and its vicinity did not answer the question that the figures are unreliable. Less than one-fifth of those resident in

North Lancashire had not visited it previously during 1966, about a third of those from South Lancashire (including Manchester and Liverpool), and over four-fifths of those from London and the south. There were only slight differences in these proportions between those who, at the time of the enquiry, were staying in the Lake District, and those who were on a day or half-day visit. For staying visitors the number who had made n visits fell steadily with increasing values of n up to 5. This trend was not quite so smooth for non-staying visitors. For both groups there is a high proportion who had made six or more visits – 15 per cent of staying visitors and 20 per cent of day and half-day visitors. For

Table 10 Visitors from the main areas of the United Kingdom who had made n previous visits to the Lake District in 1966. Left-hand figure in each column, those on holiday when questioned, right-hand figure (*in italic*) day and half-day visitors to the National Park. All dates except Bank Holiday Sunday. Percentages of each geographical group. The figure for day and half-day visitors under 'Others' includes those living in the South-east and London. The answers from day and half-day visitors living in the vicinity were so incomplete as to be useless.

n	Vicinity	North-east Tyneside Yorks	N. Lancs. NE Lancs.	SW Lancs., Central Lancs., M'chstr, Liverpool	Mid- lands	SE London	Others (Wales, Scot- land, SW)	Totals
0	20	47 45	14 18	32 30	71 80	88	82 86	55 30
1		13 11	6 5	12 9	13 15	7	12 x	10 5
2	3	12 14	13 9	9 17	8 3	4	4 2	8 7
3		5 8	10 7	10 10	2	x	5	5 6
4	17	4 5	9 6	8 6	x 1	x	2 4	4 4
5		x 1	4 3	2 1			x	x 1
6	43	19 15	44 53	26 26	3	x	2	15 25
Size of sample	30	534 287	158 302	381 449	230 65	452	99 122	1956 1877

Manchester and Liverpool and their environs the proportions are 26 per cent for both classes, while the numbers for London, the Midlands and the south were negligible. There is clearly in the north of England a hard core of people who go to the Lake District many times in the year.

What they did

29 The survey did not attempt to investigate those who stayed within the Park on the day of the enquiry, however far they drove, although, as we have seen, some of these would have been caught at Troutbeck. Much information was, however, obtained about the use made of the Park by the respondents, and especially by day and half-day visitors.

30 Those whose journey on the day of the survey started outside the Lake

District were asked: 'When you entered the Lake District, which of the following places did you go through?' The list was not the same as the five check-points, and included some places outside the Park and others within it; the first line, 'Penrith Eamont Bridge' is ambiguous, since one could go through either place without going through the other. There were many spoilt papers. The following approximate proportions are, however, roughly consistent from one day to another and so probably give a fair picture of the flow into and through the Park.

31 Of those who entered by Cockermouth approximately two-thirds left by the Cockermouth check-point. These would include people living nearby coming to shop in Keswick, but as the numbers were much lower on Saturdays than on Sundays they do not seem to have been important. Presumably the majority were residents of West Cumberland making a short tour in the north-western part of the Park. (Entering by Cockermouth would include those who afterwards visited Lorton or Buttermere, and returned via Honister or Whinlatter and the Cockermouth check-point.)

32 About 16 per cent of Cockermouth entrants left by Kendal.

33 A small number of parties passed through Bothel; many of these might also have passed through Cockermouth. Since there was no check-point on the Keswick-Bothel road the figures here are probably of little use; more than half the Bothel entrants left by Kendal or Levens Bridge, but this is almost certainly misleading if taken at its face value.

34 Those who entered by Penrith were divided roughly equally into those who left by Eamont Bridge, by Cockermouth or Troutbeck, and by Kendal or Levens Bridge. The first two groups were presumably mostly touring in the northern half of the Park. Those who left by the southern routes may have been intending to return by the same way after re-entry (for example Kirkstone-Kendal-Levens Bridge-Bowness-Kirkstone) or by Shap, but some were merely passing through the Lake District on a longer journey.

35 Of those who entered by Kendal or Levens Bridge more than three-quarters left by one of the same two routes, mostly by that through which they entered.

36 It seems therefore that there are three main classes of motorists who use the Lake District but start their journey from outside it. First, there is a strong tidal flow in and out by Kendal or Levens Bridge. These two places together have nearly twice as many entrants as the other three, so that 60 per cent of the motor traffic coming into the Park at weekends enters and leaves by these routes. Secondly, there is a flow into and out of the northern part of the Park which is more often a circular tour. This is no doubt in part due to the better road system in this region, but may also depend in part on the fact that this is mostly local traffic whose drivers know their way round. Lastly, an important proportion is merely passing through, predominantly going from north to south. Presumably holiday-makers returning from Scotland more often deviate to pass through the

Lake district on their homeward journey than when on their way north.

37 Question 6 asked which of a list of nineteen places the respondent had visited on the day of the enquiry. The list included two mountains: Skiddaw, which was put on the same line as Bassenthwaite Lake, with which it has no very strong connection; and Helvellyn, which was coupled with Thirlmere, although it is probably as often ascended from the Ullswater side. The central fells were not mentioned, so that the survey gives no information on how many visitors climbed mountains. Pooley Bridge was placed separately from Ullswater, although it is at the northern end of that lake. The list included the disused railway station called Lake Side (Windermere), which is on a very minor road, but not Windermere Town. Since more people claimed to have visited the railway station on day trips than visited Keswick, it seems likely that they had never heard of Lake Side, and interpreted it as the side of the lake.

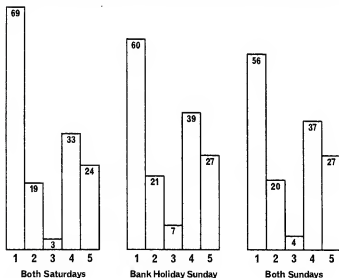
38 It would have been just possible for a motorist to have visited all the places on the list in one day, and a few claimed to have done so. It seems likely, however, that some respondents recorded places that they had visited on other days. 'Visit' is ambiguous; for the tourers it was probably taken to mean 'pass through' as well as 'stop in'.

39 With all these difficulties the detailed figures for the numbers of parties visiting particular places are somewhat doubtful, but the general picture is probably clear enough. The places on the list may be grouped into five geographical areas (Fig. 1); the Kendal-Grasmere-Newby Bridge triangle (south-east); the country west of Windermere, including Langdale and Coniston (south central); the western valleys of Dunnerdale, Eskdale and Wasdale (west); the country north of Dunmail Raise (Thirlmere to Cockermouth, including Borrowdale and Buttermere) (north-western); and the country north of Kirkstone (north-eastern). Half of the motorists on day or half-day outings entered only one of these areas; only a fifth entered three or more. The proportions visiting each of the five areas are shown in the histograms of Fig. 6. Most visitors do not move far from their points of entry, and since Kendal and Levens Bridge are the most popular of these, the number of visitors is far higher in the south-east than anywhere else. The relatively small degree of penetration into the Park is shown equally well by the fact that while 32 per cent of all parties visited Ambleside and 26 per cent visited Keswick, only 17 per cent reached Grasmere and 11 per cent Thirlmere.

40 The circuit of Levens Bridge-Windermere-Kendal-Levens Bridge (or its reverse), which is entirely within the south-eastern area, was widely used. Some extended this by going as far as Coniston. Some, as mentioned above, travelled from Penrith by Kirkstone, or Keswick and Dunmail Raise, to Kendal, and presumably returned by one of these routes or outside the Park by Shap.

41 Very few day visitors went to the western valleys, but this does not mean that they were empty, since people going to them from the major resorts or from Furness or West Cumberland would not have been caught by the survey.

42 Of those on day or half-day trips 48 per cent said that they were going to a particular place and 43·5 per cent that they were just driving round. The remainder did not reply. In rough accordance with this 41 per cent said that they chose their route because it was the most direct, or in order to visit a particular town or village (many of them must have found it difficult to distinguish between these reasons). Those on weekend trips used the direct route rather more often. Of the other reasons listed, all classes of visitors gave 'good views of the countryside' most often. The figures for all traffic on the two full weekends are given in Table 11. Quietness is unimportant, perhaps because it is unobtainable. Recommenda-



Key

- 1: South East (around Windermere, Ambleside)
- 2: South Central (around Coniston, Langdale, Hawkshead)
- 3: West (Coastal Valleys)
- 4: North West (around Keswick, Borrowdale, Bassenthwaite)
- 5: North East (around Ullswater)

Fig. 6. Proportion of day and half-day visitors who visited geographical areas of the Lake District

tion (which would presumably include routes obtained from the motoring organisations) is very low indeed.

43 Question 7 asked which of a list of 12 things were done during the visitor's

Table 11 Reason for choice of route; all dates except Bank Holiday Sunday. Percentages of all replies. Size sample of 6,801.

Quickest and most direct	37
Pretty roads in themselves	6
Good views of countryside	11
Quiet roads, little traffic	6
To visit a particular town/village	10
Recommended to motorist	3
Other	4
No information	23

stay in the Park; residents ought not to have answered this question. The score should be higher the longer the stay in the Park; and this expectation is partly confirmed by the fact that long-stay visitors indulged in nearly twice as many activities as day visitors, and in nearly four times as many as half-day visitors. Weekenders, however, indulged in no more than day visitors.

44 The proportions of each class of visitor that carried out each activity are shown in Table 12. The relative popularity of the different ways of spending their time does not vary greatly from one class to another; staying visitors are much more likely to climb or walk long distances (although 'more than one mile', the limit set in the question, hardly makes what devotees would call fell-walking) and less likely to fish. They appear also to be more likely to drink in a public house, but it must be remembered that the survey ended long before closing-time, so that most day or half-day drinkers would not have been caught.

Table 12 Leisure activities of visitors; two full weekends. Percentages of each group. 'All not on holiday' includes those staying with friends and those passing through the Lake District while on a holiday elsewhere.

	Half-day visitors	Day visitors	Visitors on weekend or longer holiday	All not on holiday
Picnic in or around car	18	46	47	29
Picnic away from the car	1	7	19	4
Meal in restaurant, café	26	38	51	29
Drink in pub., hotel	6	16	49	16
Rock climbing, fell walking for 1 mile or more	4	15	47	10
Short walk or stroll, under 1 mile	32	44	60	34
Trip on a pleasure boat	5	10	21	6
Boating/sailing	2	7	20	5
Fishing/angling	x	5	3	4
Field studies	1	2	5	1
Swimming	—	2	4	2
Sitting by the lakeside	13	28	51	20
Others	10	11	22	13
No answer	36	11	5	29
Size of sample	666	1,211	1,955	3,879

45 'No information' will include those who drove about without getting out of the car, and probably also some who stopped by a lake or elsewhere but neither picnicked nor sat on the grass. It looks as if this very passive enjoyment of the scenery was very common in half-day visitors. If one assumes that 11 per cent (the proportion of blanks for day visitors) did not bother to record things that they actually did, we are left with a quarter of the half-day visitors merely driving.

46 In answer to question 8, 'For which activities would you like to see more facilities provided?', a quarter of the respondents either said nothing, or wrote in 'leave it as it is', or words to that effect. The list of other things asked for, with the percentage asking for them, is shown in Table 13. Since no one thing was

Table 13 Facilities desired. Percentages of all respondents.

* = 'Open air recreation'.

None 'Leave it as it is'	11
Parking and lay-bys	9
Swimming	8*
Boating and sailing	8*
Camping	6
Miscellaneous outdoor sports	5*
Better roads, etc.	4
Walking, hiking	4*
Fishing	4*
Picnic areas	4
Lavatories	3
Eating places, public houses	3
Evening entertainment	3
Access to Lakes and Fells	3*
Caravanning	2
Indoor entertainment	2
Better touring guides	2
Children's amusements	1
Restrictions on litter	1
Horse riding, pony trekking	1*
No answer	14

asked for by more than 9 per cent of the visitors it is clear that there is general satisfaction with things as they are. If the activities asterisked, which may be broadly grouped as 'open-air recreation' in the sense of the National Parks Act, are added together, a demand for these comes from about 30 per cent of visitors; but this figure may conceal much overlap, since respondents were not limited in the list of things they could ask for.

The number of visitors

47 If we make certain assumptions, we can use the samples in the survey to estimate the absolute numbers of visitors to the Lake District and to certain places in it.

48 At the August weekend 5,000 cars left main holiday addresses in the Lake District on their homeward journey. Since the mean number of persons per car was 3.1, this makes about 15,500 people. This is likely to be an under-estimate, since some will have left before or after the check-points were manned, others by the roads that were not surveyed, especially the two main roads in the north. According to the British Travel Association the mean length of stay on holidays in Cumberland and Westmorland is 8.4 nights (3); if we apply this figure, and assume that 20 per cent of motorists left the Park on days other than Saturday or Sunday, we find that about 23,000 were staying (for longer than a weekend) in the Park in mid-August. The British Travel Association estimate that 70 per cent of visitors to Cumberland and Westmorland arrive by private motor vehicle (3), so that the total number of long-staying visitors would have been about 35,000.

49 The corresponding figures for the September weekend are 3,250 cars and 10,150 people, giving about 15,200 holiday-makers with cars, or 22,000 in all.

50 The number of cars leaving on the August days after a weekend in the Lake District was 1,100. The mean number per car was 3.0, and it seems likely that many more weekenders than main holiday-makers would have used the routes that were not surveyed. If we add one-third to allow for these we find that about 1,450 cars or 4,350 people were weekendending in mid-August. The corresponding figures for September are 1,850 cars surveyed, 2,400 as a corrected number, and 7,300 visitors. The numbers in August may have been abnormally low because of the bad weather on the Saturday, or perhaps September is a more popular weekend month because accommodation is not fully occupied by those on longer holidays, and those who come are taking a last brief holiday before the winter.

51 These figures are shown in summary in Table 14. They compare with a total resident population in the Lake District of about 40,000, and with 100,000 visitors to Brighton on a peak summer's day (4).

52 Motorists driving for pleasure in the Park may be divided into long-stay visitors; weekenders; day and half-day visitors; and residents. The numbers of each of these driving at any time is likely to vary with the day of the week, and in particular most of the long-stay visitors who leave on Saturday will not be available on that day, nor, probably, will many of those who arrive on that day. At each weekend four-ninths left for home on the Saturday and two-ninths on the Sunday, the remaining third staying in the Lake District. At a minimum, then, five-ninths might have gone for a drive within the Park on Saturday. This means about 13,000 in August and 8,500 in September. If the four-ninths who left on each Saturday were replaced on that day (which seems likely in August but not in September, when the season is ending), the corresponding figures for Sunday are, 18,000 in August and 12,000 in September. We have no means of knowing what proportion of those potentially touring actually did so, but it would certainly be high. Since some of those who arrived or left on a given day

may have carried out a tour after or before doing so it seems unnecessary to make any deduction.

53 Most of the weekend visitors left lateish on Sunday, and it seems likely that many of them would have toured before doing so; perhaps two-thirds. A smaller proportion, perhaps a half, is likely to be available on the Saturdays, since time would be spent in setting up camp and so on. On the other hand some scored as weekenders left on Saturday and so might have been potential tourists on that day but certainly were not on Sunday. On these assumptions we may guess that about 3,000 weekenders were touring on each day in August, and 4,850 in September.

54 Residents are more difficult to quantify, but considerable numbers passed the check-points on day or half-day pleasure trips. If the same number made pleasure trips but stayed within the Park, and if we make an allowance for those who used minor exits we may guess (it is hardly an estimate) that 1,500 made a pleasure tour on the August Saturday, 2,750 on the August Sunday, and 250 fewer on each day in September.

Table 14 Staying visitors to the Lake District.

	August	September
Probable car-borne long-stay holidaymakers	23,000	15,200
Probable car-borne weekenders	4,350	7,300
Sub-total	27,350	22,500
Probable number of visitors by other means	12,000	6,800
Probable total number of staying visitors	39,350	29,300

55 From Table 4 it can be seen that 25.5 of all journeys were day and half-day excursions starting outside the Park. The mean number of persons per car on these was 3.5, so that the number of people touring in this way was 5,000 and 9,500 on the two Saturdays, and 23,000 and 16,300 on the two Sundays.

56 Finally, we must add people merely passing through on a journey from elsewhere, who outnumbered both the residents and the weekenders.

57 These figures are shown in summary in Table 15. The rough maximum of people touring for pleasure from a base in the Lake District is 24,000 people or 8,000 cars, while the maximum of all tourists is over 50,000, or about 16,000 cars. The total length of class 1 road in the Park is about 160 miles, so that there may be one car for every 17 yards of main road.

Conclusions

58 When every allowance has been made for the defects that we have discussed, the general picture remains clear. There are staying in the Lake District at an

Table 15 Numbers touring in the Lake District.

Saturday	August	September
Day and half-day visitors	5,000	3,500
Weekenders	3,000	4,850
Long-stay visitors	13,000	8,500
Persons passing through	5,000	5,650
Residents	1,500	1,250
Total	27,500	29,750
Sunday		
Day and half-day visitors	23,000	16,300
Weekenders	3,000	4,850
Long-stay visitors	18,000	12,000
Persons passing through	4,900	5,150
Residents	2,750	2,500
Total	51,650	40,800

August weekend nearly three-quarters as many car-borne visitors as residents; when those who come by train or other means are added the visitors almost equal the residents. The visitors in September are not so many, but more week-enders partly make up for fewer long-stay holidaymakers, and the total is little short of three-quarters of the residents. A massive influx of day and half-day visitors is added to those who stay; on Sundays they are about two-thirds of those who spend at least one night in the Park (a rather higher proportion in September than in August), and on Saturdays about one-half. Smaller numbers pass through the Lake District on journeys to or from other holiday resorts.

59 Most of the visitors, of all classes, are urban, and come from within 75 miles of the Park's boundaries. The day visitors, and to a great extent the weekenders, do not penetrate far into the Park, but concentrate at the major resorts and the nearest beauty spots. The former must also contain the majority of the staying visitors, because they are where the hotels and boarding houses are, but the survey gives no information on how these people spread out in the Park during the day. The age-range is wide, and many of the parties include children.

60 Some visitors indulge in all the pursuits and pastimes that might be expected, but predominantly they enjoy merely driving about and admiring the scenery. Very few, other than long-stay visitors, go far from the car.

61 There is surprisingly little dissatisfaction with the roads, but the facts revealed by the survey suggest some guide-lines for traffic management and engineering in the Lake District. First, since to many people a pretty road with good views is more important than a quick or direct route, anything that improves the road at the expense of the scenery may, for the visitor, be a waste of money. On most of the Lake District roads at summer weekends overtaking is virtually impossible because of a constant stream of traffic in both directions. The touring speed is therefore that of the slowest vehicle, and widening or

straightening the road to anything less than a dual carriageway will make no difference to anyone's speed but may greatly reduce the pleasure of many. At mid-week, conditions are rather different; the pleasure traffic is only a third of what it is at the weekend, but the slowest vehicles are now often heavy lorries. If these are to continue to use the Park in any numbers the only way to remove the obstruction they cause would be to introduce stretches of dual carriageway on main roads, especially the Kendal-Keswick road and that from Levens Bridge to the West. But there is every reason to use the provision of the Countryside Act to exclude from the Park through traffic above a certain weight or size. But this may not be necessary; when M.6 is completed to a point north of Penrith, a good road round the north of the Park, joining the Workington-Carlisle road near Wigton, would take most of the heavy traffic from West Cumberland to the south. Indeed, lorry-drivers are not fools, and I suspect that most of them will use the existing B.5305 from Wigton to Penrith as soon as M.6 is complete, since however much the Penrith-Keswick road is improved it will always have relatively steep gradients and be subject to snow for much of the year.

62 What the visitor does need is better flow of traffic on simple, and relatively short, circuits. That from Levens Bridge, by the east shore of Windermere to Kendal, is already much used; better access to Conistown would relieve it and add a longer variant. Since most people want to stop by the lake there is much to be said for encouraging one-way flows, either compulsorily (at weekends only) or by sign-posting. The flow should be in the direction that takes the traffic with the lake shore on its left, so that stopping cars, or passengers who have got out of them, do not have to cross the road.

63 The only major lakes whose shores are easily accessible to motorists are Windermere, Ullswater, Conistown Water and Derwent Water, the last two by minor roads. None has enough parking or stopping places nearby. While the fells of the Lake District are almost all gloriously open to the public, much of the lake shore-line is in private hands and inaccessible. Bassenthwaite Water, for example, can be approached by motorists only at one point by Ouse Bridge. Since the Keswick-Cockermouth railway, now closed, runs along the shore for two miles, this could, and should, be made public.

64 Since an important though unknown number of people want to get away from the motor car and have peace and quiet, the policy should be to open up one side of a lake while leaving the other accessible only to the walker or by unimproved minor roads. Fortunately this would be possible for all the major lakes except Wastwater and Ennerdale Water, to which access by road is at present poor; they should be left in their present remoteness.

65 The policy of the Lake District Planning Board of confining caravan and camp sites to the periphery of the Park, or to the lower parts of the major dales, would seem to be satisfactory to most visitors.

The future

66 This survey is already two years old, and any action taken as a result of its findings will take a year or so to have any effect; one must therefore try to forecast the future.

67 In some respects we can do so confidently. The projected increases in the population of the north of England and in the ownership of cars are likely to increase those who will want to visit the Lake District by over 5 per cent per annum even if there are no changes in habits. In August the Lake District is already saturated by staying visitors, so that unless more accommodation, from hotels to camp sites, is provided, numbers cannot rise. It seems likely that with increasing affluence the demand for the more expensive ways of spending the night will increase faster than that for more camp-sites. The Lake District, and England in general, conspicuously lack places where one can sleep in a tent and be sure of getting a good meal in a restaurant nearby. Caravanners also are likely to demand more sophisticated sites, where they can plug in to main electricity and water. Decision on how far new and improved accommodation is provided is a matter of planning policy with which this report is not concerned.

68 Day and half-day visitors will not be affected by lack of beds. Nothing is likely to keep them out except some form of payment for entry, whether by toll or by a system of road-pricing. If the latter ever becomes the way of collecting taxes from road users, there would be a strong case for pricing Lake District roads more highly than those of most counties. (Residents would presumably get a rebate.)

69 If either the Morecambe or Solway barrage were built there would undoubtedly be considerable consequent industrialisation on the doorsteps of the Park with a resulting tremendous increase in the pressure.

70 Improved access would have much the same effect as increased population, but it seems unlikely that any new or improved roads that are at present planned will, in themselves, have much effect on day visitors, since Lancashire, including Manchester and Liverpool, from which three-quarters of the more distant visitors come, is already almost connected to the Park by motorway. The extension of this to Penrith, due to be completed by 1970, will probably increase the numbers of those who visit the northern part of the Park. It is likely also to encourage more people to use the circuit motorway—Penrith-Ullswater-Kirkstone-Kendal-Motorway, and if so Kirkstone, at present steep and dangerous, will become more of a problem than it is at present. Since its gradients will always be steep I see no easy solution.

71 It is more difficult to forecast how people's habits will change. Table 6 shows that very few people travel more than 75 miles to the boundary of the Park for a day's outing, and the *Report on Traffic* assumed that such a distance represented a little over two hours travelling time. Average speeds on motorways are much higher—about 60 m.p.h. for all traffic. At the time of the survey M.6 was open

from Stafford to Carnforth, a distance of 110 miles. When short extensions at each end, at present under construction, are finished, Birmingham will be only 140 miles from the Park by direct motorway, and so almost within the two-hour envelope. Even now the boundary of the Park can be reached from Edgbaston in under three hours, although the *Report on Traffic* did not expect Birmingham to be brought within the three-hour traffic envelope until 1974.

72 I know of no statistics to prove it, but it seems certain that the majority of car-owners in this country learnt to drive relatively late in life; their parents did not own cars and they did not possess one themselves until they had reached some degree of affluence; hence they have not accepted it as part of the normal way of life. Their children are very different; they grew up with the car and demand to learn to drive as soon as they are of age. It seems likely that they will accept longer journeys as the normal thing, and this will be encouraged as the system of motorways spreads. In the United States and Canada daily journeys of 200 miles or more out and back, taking about 4 hours each way, are not unusual. If we come to that (and within 10 years we well may) the inhabitants not only of Birmingham but of north London may be coming to the Lake District for the day. Certainly they will do so for weekends.

73 The better to look forward it is well to look back. On 27th March, 1938, I went to the Lake District for the day from Manchester. My time away from home was a little over 13 hours, of which just over six were spent in driving. The car, though fast for those days, had a cruising speed of 55 m.p.h. only. We climbed Bow Fell (well in the centre of the Lake District), we dined in a hotel, and some of the party bathed. When M.1 and M.6 are joined it will be possible to do the same, in a car that will cruise at 70 m.p.h. (and such are much commoner now than were those that would do 55 in 1938), from the new town that is to be built at Bletchley. The extra hour that would be needed to start from north London is a penalty that many people are likely to be willing to pay.

74 It would be foolish not to take account of these possibilities in planning for the future of Lake District traffic, but they do not affect the principles that should be followed.

75 In one respect the completion of the motorways may relieve the Lake District. There is a general tendency for pleasure seekers to follow the sun and go south. The stretches of M.6 and M.5 already in existence have increased the traffic from Lancashire and Birmingham to the south-west, and their extension may do something to offset the increased numbers going to the Lake District from London by encouraging those from Lancashire to go to Somerset or South Wales.

76 The full value of a survey of this type can only be got when it is repeated. When that is done some improvements should be made.

77 The siting of the check-points should be altered. That at Troutbeck should be moved east of A.5091, and that at Eamont Bridge moved to a point south-

west of Pooley Bridge, so that almost all the traffic leaving by the Penrith corner of the Park is caught. Extra check-points should be placed between Bassenthwaite and Bothel and on B.5292 south-east of Cockermouth, so that almost all traffic leaving Keswick is caught.

78 The 5 check-points should be manned preferably for 24 hours, and at least from dawn to 2230 hours.

79 Checks should be made in some of the major dales within the Park; Borrowdale, Langdale and Wasdale would be a good selection.

80 Finally, some of the questions should be re-worded to be more precise and remove ambiguities.

References

- (1) Report on Traffic in the Lake District National Park. Lake District Planning Board, 1965.
- (2) Lake District Transport Report, by D. St. J. Thomas. David and Charles, 1961.
- (3) British Travel Association. National Travel Survey, 1966. Data for Cumberland and Westmorland.
- (4) The Coasts of Kent and Sussex. H.M.S.O., 1967.

Appendix A

Questionnaire for Lake District weekend motorists survey 1966

Exit Point

Please tick the appropriate boxes

1 (a) What did you travel in *today*?

Car/Three-Wheeler	
Motorised Caravan	
Light Van	
Motor cycle, m/c combination, moped or scooter	

(b) Were you pulling a trailer or a caravan *today*?

Caravan	
Boat Trailer	
Other Trailer	
I was not pulling a trailer, etc.	

2 Where do you live?

(Please fill in)

Place

County

3 (a) Did you come from there *today*?

Yes	
No	

IF YOU DID NOT

(b) Where did you start your journey *today*?

(Please fill in)

Place

County

(c) Why were you there?

Staying there on holiday	
Working there	
Other (write in)	

4 (a) What was the *main* purpose of your journey today?

Day's Outing (Pleasure/Sightseeing)	
Half-day's outing (Pleasure/Sightseeing)	
Visiting friends/relations for the day	
On Weekend Holiday Trip	
Visiting friends/relations for more than one day	
Starting or returning from longer holiday	
Work or business	
Shopping	
Other (write in)	

4 (b) IF YOU WERE ON A DAY OR HALF-DAY OUTING

Did you go to the Lake District with the idea of going to any particular place(s) or just for a drive around?

Going to particular place(s).....	☐
Just for a drive around.....	☐

IF YOUR JOURNEY TODAY STARTED OUTSIDE THE LAKE DISTRICT

5. When you entered the Lake District, which of the following places did you go through?

Pearith/Eamont Bridge.....	☐
Kendal.....	☐
Levens Bridge.....	☐
Newby Bridge.....	☐
Broughton-in-Furness.....	☐
Bootle.....	☐
Cockermouth.....	☐
Bothel.....	☐

6 (a) Which of the following places did you visit in the Lake District *today*?

Please tick them, and, if possible, also number them (1, 2, 3 etc.) in the order of your visit.

Bassenthwaite Lake/Skiddaw.....	☐
Buttermere/Crummock Water.....	☐
Borrowdale/Derwent Water.....	☐
Ullswater.....	☐
Caldbeck.....	☐
Pooley Bridge.....	☐
Keswick.....	☐
Thirlmere/Helvellyn.....	☐
Ambleside.....	☐
Grasmere.....	☐
Bowness-on-Windermere.....	☐
Hawkshead.....	☐
Lake Side (Windermere).....	☐
Coniston Water.....	☐
Duddon Valley.....	☐
Langdale.....	☐
Eskdale.....	☐
Ravenglass.....	☐
Wastwater/Wasdale.....	☐
Others (write in).....	☐

- 6 (b) Why did you choose your particular route between those places?
Please tick only the most important reason

Quickest and most direct route.....	
Pretty roads in themselves	
They gave good views of countryside.....	
Quiet roads, little traffic.....	
To visit a particular town/village.....	
They were recommended to you	
Other (write in).....	

7 IF YOU DO NOT LIVE IN THE LAKE DISTRICT

Which of the following did you and your party do in the Lake District during your present visit?

Please tick all the things you did

picnic—in or around the car.....	
picnic—away from the car	
had a meal in restaurant, cafe.....	
had a drink in pub., hotel	
rock climbing, fell walking for 1 mile or more	
went for a short walk or stroll under 1 mile	
trip on a pleasure boat.....	
boating/sailing	
fishing/angling	
field studies	
swimming	
sitting by the lakeside	
others (write in).....	

- 8 For which activities would you like to see more facilities provided?

(Please fill in) 1
2
3
4

9 IF YOU WERE ON HOLIDAY

Which of the following types of accommodations did you use during your present stay?

Licensed Hotel/Motel	
Unlicensed Hotel/Guest House/Boarding House.....	
Friend's/Relative's House	
Youth Hostel.....	
Rented House, holiday flat, bungalow, chalet, etc.	
Camping (in a tent)	
Caravanning	
With a private family as a paying guest.....	
Other (write in).....	

- 10 How many other times had you been to the Lake District during 1966 (excluding your present visit)?

This was my first visit

Not applicable—I live there.....

Number of Times (Please fill in).....

11 (a) IF YOU WERE ON HOLIDAY IN THE LAKE DISTRICT

Roughly, how much did you and your party spend in the Lake District during your present stay?

(Please fill in) £.....s.....

(b) IF YOU WERE ON A DAY OR HALF-DAY TRIP, OR ON HOLIDAY OUTSIDE THE LAKE DISTRICT

Roughly, how much did you and your party spend in the Lake District *today*?

(Please fill in) £.....s.....

- 12 How many people, including yourself, travelled in your car, etc., on this journey?

(Please write in)

Children 15 or less

Person aged 16-24

25-44

45-64

65 or Over

TOTAL

THANK YOU VERY MUCH FOR YOUR HELP.

PLEASE PUT YOUR FORM IN THE OFFICIAL-PAID ENVELOPE
AND POST IT TODAY.



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Dd. 151717 K20 4/69 469/1



1. Summer traffic
on A.592 by the
shores of
Ullswater.

2. Cars and walkers have to share narrow walled roads.



3. The foot of
Kirkstone Pass
busy with summer
traffic.



4. Parking and
picnicking on the
Blea Tarn road
out of Great
Langdale.

